

"CEO LEAD" Launches – Student Life's Revamped & Rebranded Leadership Development Program



The Division of Student Life has considered recommendations gathered from a 2010 Co-op Report and has developed a newly redesigned and revamped leadership program for Drexel's diverse student body, encompassing all students including commuters, adult-learners, and our graduate and online population. While the older CEO (Creating Excellent Organizations) Program was effective in many ways – *and award-winning, receiving the 2004-2005 ACPA National Program of the Year honors* – it failed to involve all sectors of our diverse student population and lacked a learner-centered approach that effectively assessed student development experiences and outcomes.

Student Life is proud to announce the launch of their new student leadership program in January 2012. The new program offers the best aspects of the old version while incorporating today's best practices in academia. The program – **CEO LEAD ("Creating Experiential Opportunities for Leadership Education and Development")** – is based on the foundations of the [Social Change Model for Leadership Development \(SCM\)](#). CEO LEAD is based on the foundations of the SCM, which advances personal and professional development, builds group and team dynamic skills, and cultivates community engagement and responsibility through the [values of the "7 C's"](#).

The [CEO LEAD program](#) offers numerous opportunities, through the Leadership Certificate Program (LCP) and The Leadership Academy (TLA), for all students to foster and enhance leadership skills, utilizing the principles and philosophies of the Social Change Model as a foundation. [Click here](#) for more answers to [FAQ's](#).

CEO LEAD: Stay Involved & Become a Presenter – Contact the Program's Workshop Coordinator Anytime!

Want to present a leadership workshop to Drexel students in the new CEO LEAD Program?

- Contact Richard Kopp '09: Ph# – (215) 895-6076; Email – CEOLEAD@drexel.edu; Web: Drexel.edu/oca/
- **Connect with us on the [Web](#), [Facebook](#), [Twitter](#), and [LinkedIn](#)! Search "CEO LEAD" and Follow Us!**

Leadership Certificate Program (LCP)

Through the Leadership Certificate Program, students are welcome to attend a plethora of workshops throughout the year. Sessions are organized into three (3) separate tracks based on the Social Change Model: 1) Personal & Professional Development, 2) Group & Team Dynamics, and 3) Community Engagement & Responsibility. Students receive credit for attending workshops and can apply these credits toward earning any one of our four (4) leadership certificates by completing the minimum requirements. In order to earn certification in a specific track, students must attend six (6) workshops in that category. Students may also earn a Holistic Leadership Certificate by attending any six (6) workshops across all disciplines. For students seeking to hone skills in a particular interest, the program also offers specializations in eight (8) areas. To earn specialization, students must complete the requirements of a certificate track, as well as attend three (3) workshops coded in that specialization discipline. The LCP offers flexibility and creativity to learn, while exposing students to a variety of leadership topics that align with the Social Change Model and vision of CEO LEAD.

The Leadership Academy (TLA)

The Leadership Academy offers a structured, tiered classroom curriculum and shared-experience. Through TLA, students can enroll in CEO LEAD 101, CEO LEAD 201, and CEO LEAD 301. CEO LEAD 101, designed for novice leaders, facilitates personal and professional development through self-assessments, values clarification, goal identification, and topical classroom workshops. Upon completion of 101, CEO LEAD 201 trains students in group formation, team roles, and conflict management. The experiences gained in courses 101 and 201 set the stage for CEO LEAD 301, a program that strengthens leaders' responsibilities to community through timely discussions, mentorship and role modeling opportunities, and peer education, while enhancing and embracing community engagement and responsibility. As a capstone project, CEO LEAD 301 participants will create and implement a group service project. TLA courses are offered twice per year to accommodate students enrolled in a co-op track program.

CEO LEAD 101: Personal & Professional Development – [Launches Spring 2012]

CEO LEAD 101 is the first course in TLA designed for novice student leaders seeking to develop their personal leadership style and values. The curriculum teaches the “individual” values of leadership of the SCM: Consciousness of Self, Congruence, and Commitment. Participants will reflect on what leadership means to them, assess their own style, focus on how to balance their time and involvement, begin to develop goals, learn and practice communication skills, and identify personal values. The course concludes with a capstone reflection project. The 6-week class will be offered in the Fall, Winter and Spring terms.

CEO LEAD 201: Group & Team Dynamics – [Launches Summer 2012]

CEO LEAD 201 is the second course in TLA designed for students to develop a better understanding of group formation and team dynamics. The curriculum teaches the “group” values of leadership of the SCM: Collaboration, Common Purpose, and Controversy with Civility. Participants will transcend individual goals, values, ideas, affiliations and identities to discover that leadership is a group process with a shared vision and that differences are inevitable and valuable, but accepted and resolved through open and honest dialogue. The course concludes with a capstone team-building experience. The 6-week class will be offered during the Winter and Spring terms.

[Pre-Requisite: Completion of the CEO LEAD 101 Course]

CEO LEAD 301: Community Engagement & Responsibility – [Launches Fall 2012]

CEO LEAD 301 is the final course in TLA designed for students to develop a greater understanding of community engagement and civic responsibility. The curriculum teaches the “community” values of leadership of the SCM: Citizenship and Social Change for the Common Good. Participants will gain a greater understanding of a leader’s responsibility to community through timely discussions, mentorship and role modeling opportunities, and peer education, while enhancing and embracing community engagement and civic responsibility. The course concludes with a capstone volunteer service project. The 6-week class will be offered during the Winter and Spring terms.

[Pre-Requisite: Completion of the CEO LEAD 101 and 201 Courses]

CEO LEAD Schedule: Leadership Certificate Program (2011-2012 Academic Year)

- Fall 2011 Term: <http://www.drexel.edu/oca/l/Fall2011.asp>
- Winter 2012 Term: <http://www.drexel.edu/oca/l/Winter2012.asp>

Research and Assessment

Multi-Institutional Study of Leadership (MSL): <http://www.leadershipstudy.net>

The Multi-Institutional Study of Leadership (MSL) is an international research project that uses the Socially Responsible Leadership Scale and other measures to better understand college student leadership development. Dr. John Dugan from Loyola University, Chicago serves as the Principal Investigator (PI), and Dr. Susan Komives from the University of Maryland and Dr. Julie Owen from George Mason University serve as the Co-PIs for the research project. MSL is a partnership between the [National Clearinghouse for Leadership Programs](#), [Adele H. Stamp Student Union](#) (University of Maryland), [Survey Sciences Group](#) and the [Center for Student Studies](#). Drexel University will be participating in the 2012 MSL Study to assess the CEO LEAD program. To learn more about the study, [click here](#).

Brief Background/History of Drexel University’s CEO Program and Measures of Success

The CEO Program at Drexel was formed in the 1998-1999 academic year by the Office of Student Activities. Initially, the program was designed to teach students’ skills that would help in the management of their student organizations. As the program developed, workshops were offered to meet the needs of all students seeking leadership growth and development, and the number of certificates that could be earned went from 2, in 1998-1999, to 15 in 2010-2011. Students earning certification also grew from two dozen in 1998-1999, to 200+ in 2010-2011. More than 200 workshops were offered in 2010-2011, with a total attendance surging near 5,000!